

From: Don Endres at Novita Nutrition <marketing@novitanutrition.com>
Sent: Friday, July 22, 2016 7:54 AM
To: Stacy Steffensen
Subject: Novita Construction Update & NovaMeal by the #s

Follow Up Flag: FollowUp
Flag Status: Flagged

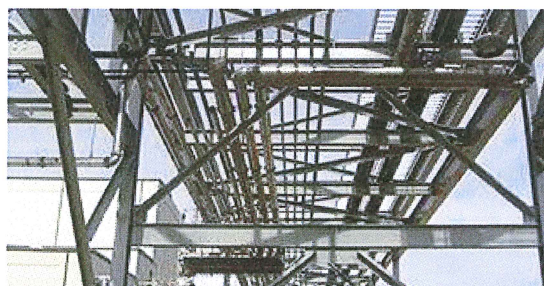


Novita Aurora Construction Progress

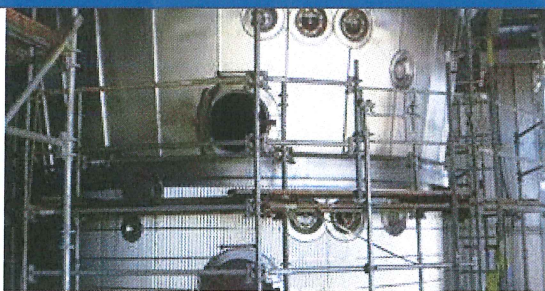
With more than 200 skilled workers per day focusing on their trade, the Novita Aurora plant, located 2 miles east of Brookings, South Dakota, has made great progress during the past month. NovaMeal & NovaOil will be available for delivery in Q4 2016.



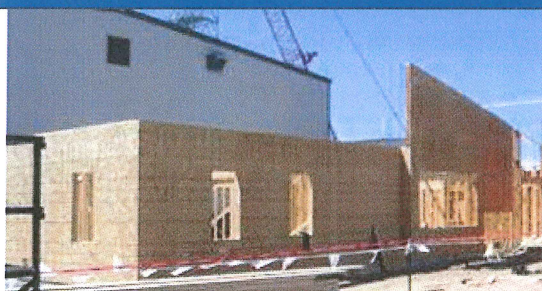
Conveyers have been installed, where the product will flow from storage to milling.



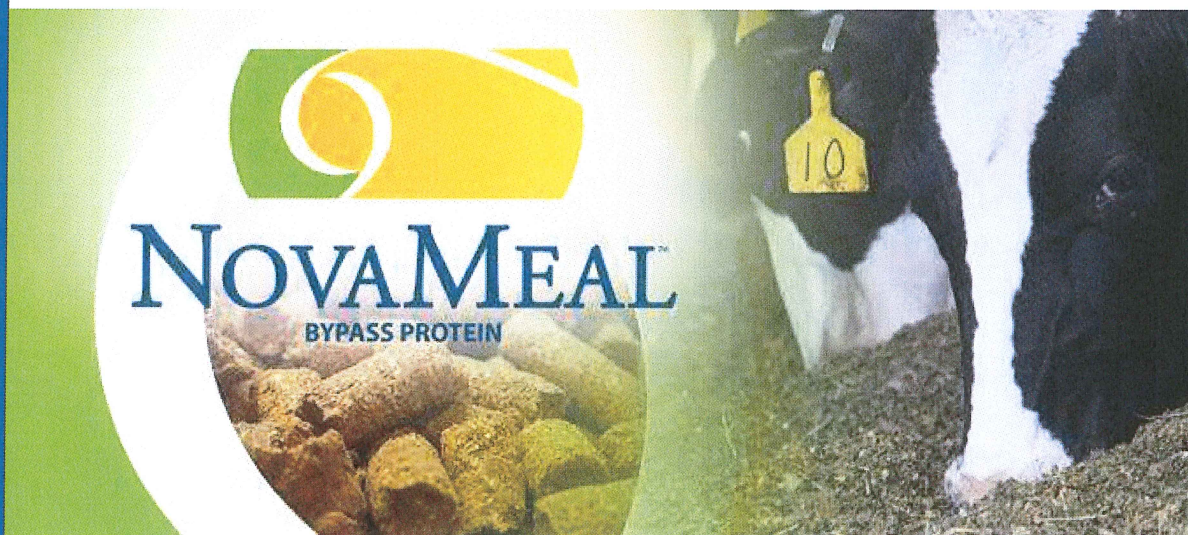
Pipe rack piping from storage to process building.



Insulation is being installed on the process equipment.



Walls are going up on the Novita Aurora Administration Building.

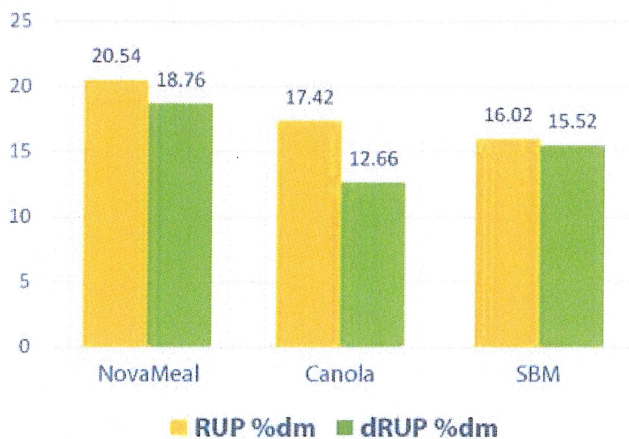


NovaMeal: The NEXT Revolution of Nutrient Technology

There are many buzz words in dairy nutrition today, let us help provide solutions to your herd with a nutrient dense product that is highly digestible and absorbable. NovaMeal provides many nutritional components all in one package providing a better value from your feedstuff, ultimately, saving money.

- High nutrient value from bypass protein and digestible fiber
- Predictable and consistent nutrient supply
- Pelleted to reduce shrink and for easy handling on the farm

NovaMeal delivers a more absorbable protein to the small intestine (dRUP) compared with other commonly fed protein sources.*



What is dRUP?

dRUP is the amount of digestible protein in the small intestine on a dry matter basis.

$$CP (\%DM) \times \frac{RUPD (\%CP)}{100} = dRUP (\%DM)$$

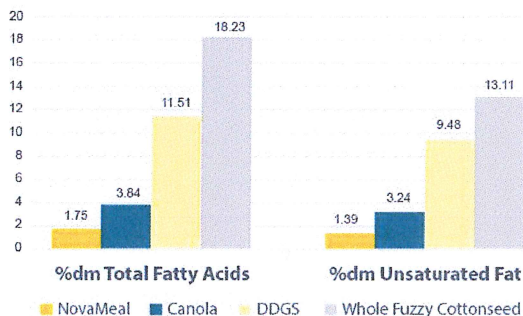
NovaMeal is $34 \times 55.2/100 = 18.76$

NovaMeal's Bonus Benefits

NovaMeal also contains highly digestible fiber, with a greater dNDF than other commonly fed protein sources. It also has a low-fat level, and thus a low rumen unsaturated fatty acid load (RUFAL). A lower RUFAL in the diet helps maintain or increase milk fat.

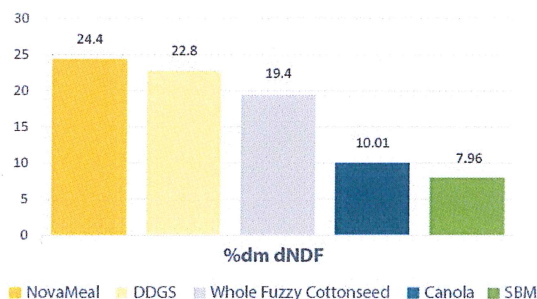
RUFAL COMPARISON**

Low unsaturated fat levels improve rumen fiber digestion & allow increased feeding rate inclusion

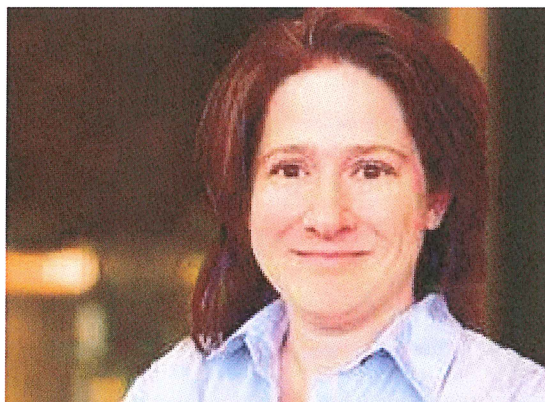


DIGESTIBLE FIBER (dNDF)**

High levels of digestible fiber improve rumen health and metabolizable energy



Want to Learn More About NovaMeal?



Ian Wood*Regional Sales Manager*

Ian brings 25+ years of experience in the field of dairy production including nutrition, management and production system experience with direct dairy farms across Canada and the United States.

PH: 605.759.1108 or [Email](#)

Robin Rastani, Ph.D.*Nutritionist & Product Manager*

Robin brings more than 10 years field experience in providing nutritional solutions to dairy cows as well as new product development and research.

PH: 605.610.0979 or [Email](#)

* Journal of Dairy Science 93:4144-4154, 81:454-461 for Canola Meal

**NDS PRO CNCPS 6.5 Feed Table

www.NovitaNutrition.com

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